



A SINGLE, COMMON WORKFLOW ACROSS PRODUCTION TECH STACKS



Clips dragged into the runorder are delivered to the relevant playout system.



Text and images which are entered into 'graphics blocks' in the runorder are synced to the graphics platform for that show.



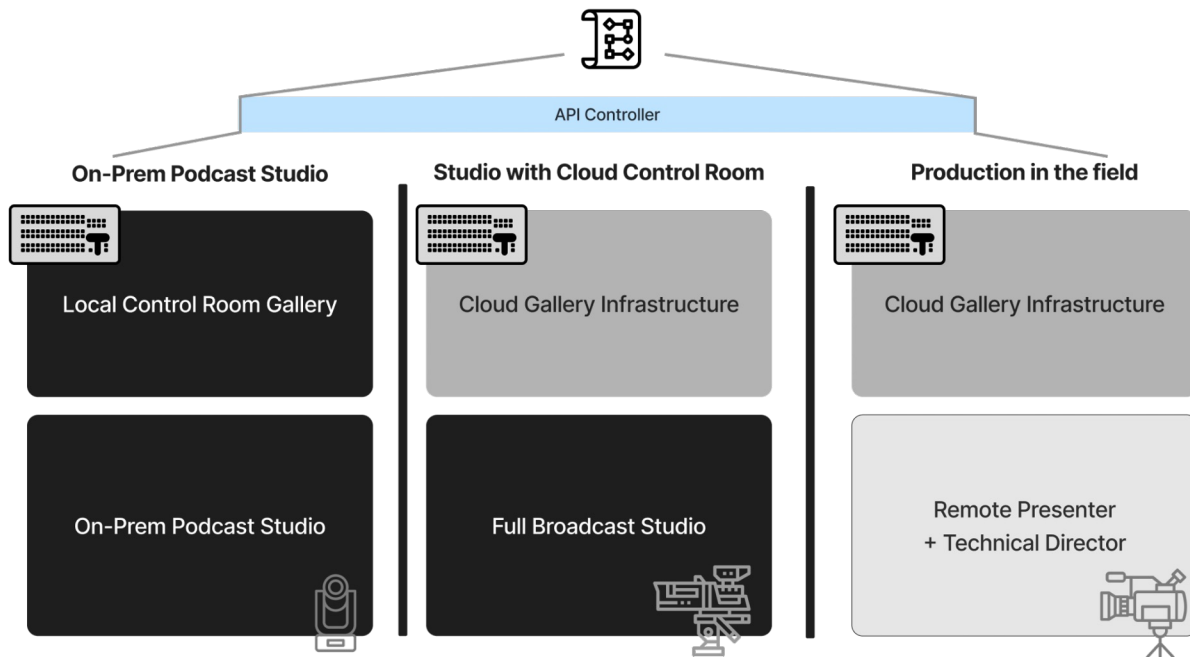
Automation-level integration gives control of those and other playout devices, not just media playlists synced across systems.



Automation can swap between individual solutions



Automation integration can switch between different control room without any change to the runorder; The Producer's workflow is unchanged.



By redefining the runorder tool as a workflow engine, we can move beyond synchronised media playlists and instead see it as a critical, enabling and empowering technology in an increasingly multi-vendor, multi-platform, multi-format, software-defined production environment.